

Means

		FL Males	FL Females	FF Males	FF Females	
	<u>27</u>	<u>5</u>	<u>22</u>	<u>19</u>	<u>13</u>	<u>32</u>
Pack Design	8.5	6.6	8.9	8.2	7.7	8.0
Coolness	6.3	3.4	7.0	6.2	5.7	6.0
Strength of Menthol	6.0	6.0	6.0	6.8	4.9	6.0
Strength of Tobacco	5.4	5.6	5.3	6.3	5.1	5.8
Tar Level	5.7	6.0	5.6	6.1	6.3	6.2

<u>Ranked next to own brand</u>	FL Males	FL Females	FF Males	FF Females
Pack Design	-	18%	37%	8%
Coolness	20%	41	47	15
Strength of Menthol	40	32	26	31
Strength of Tobacco	20	23	42	23
Tar Level	-	23	26	15

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